

‘Old Civility’  
Transformed.

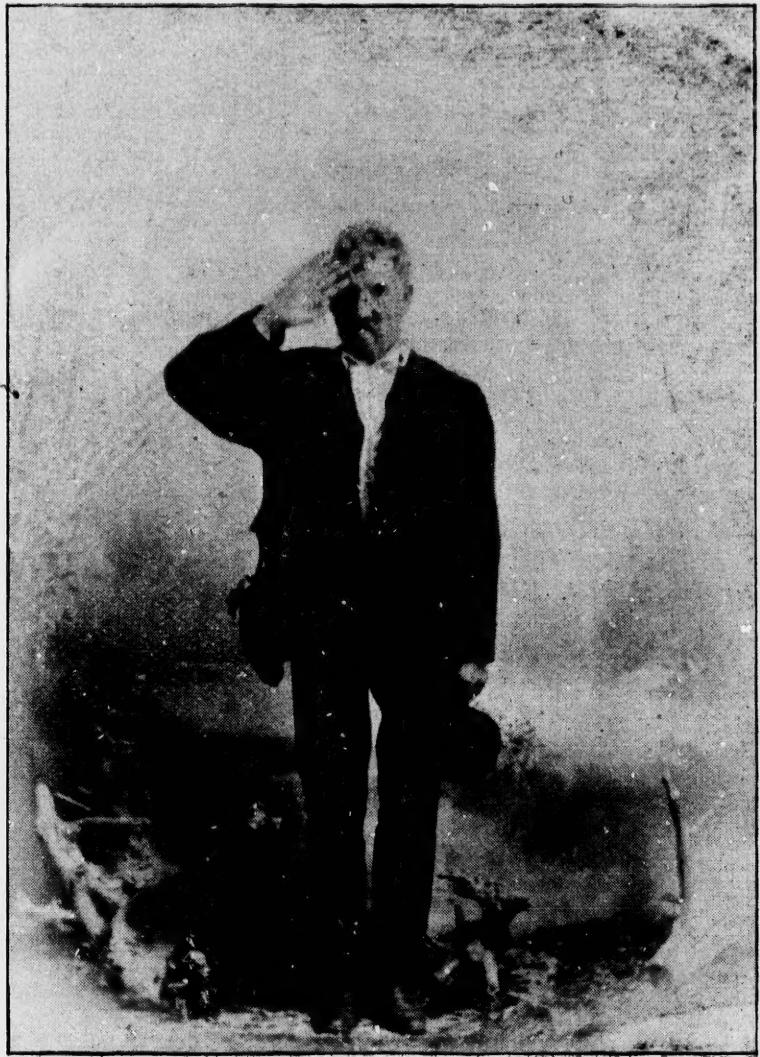
BY

THE HUDSON’S BAY CO.

*He toils not, neither does he spin; yet Solomon Isaacs in all the glory of his "three ball" shop, would not accept in pawn such clothes as these.*

**HUDSON'S BAY STORES,**  
180 TO 184 MAIN ST., WINNIPEG.

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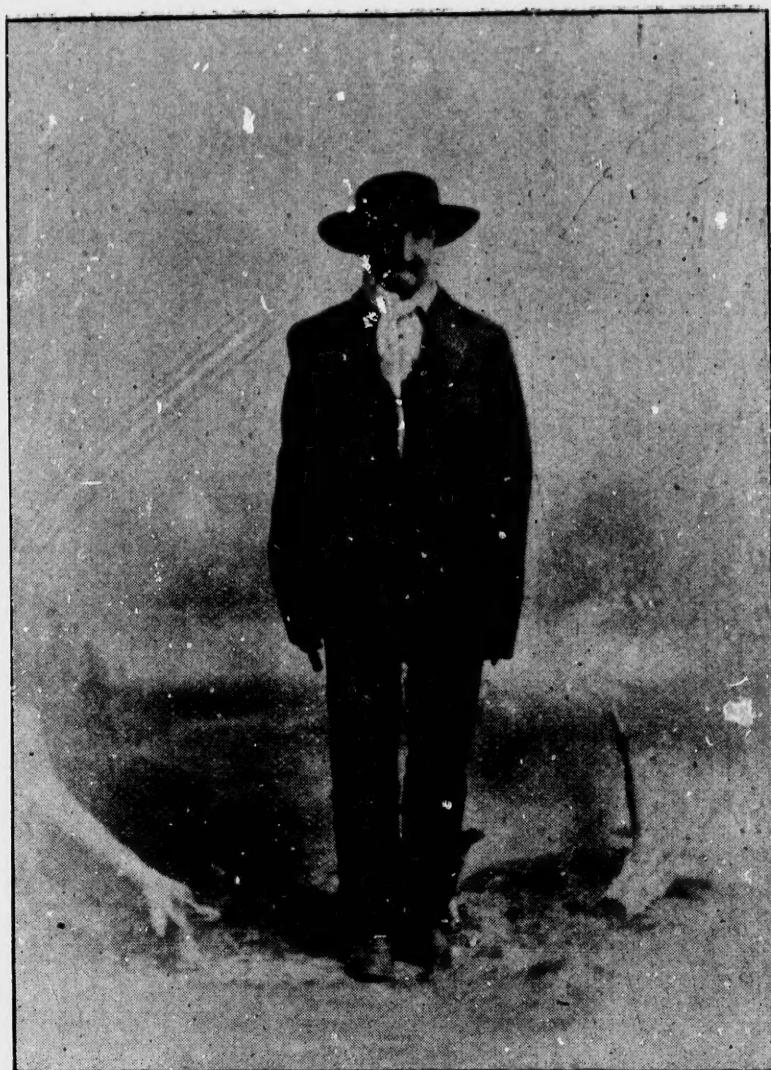
*Lo, the poor "jay!" whose untutored mind  
misleads him into buying an old-time "hand-  
me-down" like this.*

*Its day is past, for he now can purchase  
a well-made, perfect-fitting suit of clothes—  
in fact, can blossom into a "Leader" for the  
modest sum of Ten Dollars and a half.*

**HUDSON'S BAY STORES,**

180 TO 184 MAIN ST., WINNIPEG.

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*Hark to the winds, that whistle through  
"his whiskers."*

*See you not here a miracle of dress?*

*The deformed transformed!*

*'Tis "Old Civility" tricked out in Chappie  
style, and preaching to mankind the moral  
influence of soap and dress.*

*Mark you! his clothing fits him like a  
blister. The price of so much loveliness you  
ask? \$10.50.*

**HUDSON'S BAY STORES,**  
180 TO 184 MAIN ST., WINNIPEG.

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*The easy confidence of a well dressed man.  
A tourist, surfeited with triumphs o'er Chicago  
dudes. He longs, like Alexander of old, for  
more worlds to conquer.*

*The measure of respectability you witness  
here, conveyed to such a veteran as our friend  
"Civility," was part and parcel of a "Leader  
Suit"—the kind we sell at \$10.50 each.*

**HUDSON'S BAY STORES,**  
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*The bump of self-esteem developed high.*

*The smiling countenance betrays the secret of the mind.*

*'Tis admiration, friend, of a most interesting object!*

*The clothing does not make the man; but, it helps to make his good opinion of his worthy self. The thought reflected from the stranger's eye, gives confidence and power.*

*The world doth often judge us by our clothes, and he is poor indeed who can't afford to be well-judged, by wearing one of those well-made, pure wool Tweeds or Serges, which have acquired name and fame as "Our Leader Suits," sold at the little price of \$10.50—worth easily the sum of \$15.00 and equal in effect to made-to-order suits which cost you dollars twenty-two.*

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